



WVEC
613 Woodis Ave.
Norfolk, VA 23510

Waterfront Strategies
1010 Wisconsin Ave
Suite 800
Washington, DC 20007-3603

Contract # 835464

Schedule Dates 06/18/12-06/26/12
Advertiser Senate Majority PAC (38811)
Agency/T-Code Waterfront Strategies (8116)/154583751
Product Political - Non-Ballot Issue (1196)
Brand SENATE MAJORITY PAC (171927)
Salesperson Blair, Cheryl (2205)
Sales Office TeleRep - Philadelphia
Buyer Name WOOD,SPENCER
Phone/Fax (202) 550-6060 /
CPE 94/100/1327
Account Types National/**Political - Agency
Billing Type Weekly/Irregular
Comments SENATE MAJORITY PAC
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 06/15/12
Last Modified 06/22/12
Entered By Penne Marsh
CO-OP No
Headline # 06183372
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$6,489.75
Net Total \$36,775.25
Sales Tax

Norfolk (WVEC) (WVEC)

By Broadcast Month	Spots	Rate
Jun. 2012	38	\$34,760.00
Jul. 2012	13	\$8,505.00
Grand Total:	51	\$43,265.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	06/18/12-06/22/12	4	:30	12:58P- 3:58P (ET)	3	X	X	X	X	X			3	\$525.00	\$1,575.00	Norfolk (WVEC) (WVEC)	PM ROTATION	6/15/12
2.0	Normal Line / SPOT	06/18/12-06/22/12	4	:30	10A- 10:58A (ET)	1	X	X	X	X	X			1	\$400.00	\$400.00	Norfolk (WVEC) (WVEC)	RACHAEL RAY	6/15/12
3.0	Normal Line / SPOT	06/18/12-06/22/12	4	:30	10:58A- 12P (ET)	2	X	X	X	X	X			2	\$575.00	\$1,150.00	Norfolk (WVEC) (WVEC)	THE VIEW	6/15/12
4.0	Normal Line / SPOT	06/18/12-06/22/12	4	:30	12P- 12:57P (ET)	2	X	X	X	X	X			2	\$375.00	\$750.00	Norfolk (WVEC) (WVEC)	13 NEWS MIDDAY	6/15/12
5.0	Normal Line / SPOT	06/18/12-06/22/12	4	:30	3:58P- 4:58P (ET)	4	X	X	X	X	X			4	\$575.00	\$2,300.00	Norfolk (WVEC) (WVEC)	DR. OZ	6/15/12
6.0	Normal Line / SPOT	06/18/12-06/22/12	4	:30	4:30A- 4:59A (ET)	1	X	X	X	X	X			1	\$35.00	\$35.00	Norfolk (WVEC) (WVEC)	430AM NEWS	6/15/12
7.0	Normal Line / SPOT	06/18/12-06/22/12	4	:30	6P- 6:30P (ET)	2	X	X	X	X	X			2	\$1,100.00	\$2,200.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 6P	6/15/12
8.0	Normal Line / SPOT	06/18/12-06/22/12	4	:30	5:58A- 7A (ET)	2	X	X	X	X	X			2	\$875.00	\$1,750.00	Norfolk (WVEC) (WVEC)	13 NEWS DAYBREAK	6/15/12
9.0	Normal Line / SPOT	06/18/12-06/22/12	4	:30	6:58P- 7:28P (ET)	4	X	X	X	X	X			4	\$1,575.00	\$6,300.00	Norfolk (WVEC) (WVEC)	WHEEL OF FORTUNE	6/15/12
10.0	Normal Line / SPOT	06/18/12-06/22/12	4	:30	7A- 9A (ET)	2	X	X	X	X	X			2	\$875.00	\$1,750.00	Norfolk (WVEC) (WVEC)	GOOD MORNING AMERICA	6/15/12
11.0	Normal Line / SPOT	06/18/12-06/22/12	4	:30	7:28P- 7:57P (ET)	4	X	X	X	X	X			4	\$1,575.00	\$6,300.00	Norfolk (WVEC) (WVEC)	JEOPARDY	6/15/12
12.0	Normal Line / SPOT	06/18/12-06/22/12	4	:30	9A- 10A (ET)	1	X	X	X	X	X			1	\$400.00	\$400.00	Norfolk (WVEC) (WVEC)	LIVE WITH KELLY	6/15/12
13.0	Normal Line / SPOT	06/18/12-06/24/12	4	:30	11P- 11:35P (ET)	3	X	X	X	X	X	X	X	3	\$1,100.00	\$3,300.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 11	6/15/12
14.0	Normal Line / SPOT	06/25/12-06/26/12	4	:30	10A- 10:58A (ET)	2	X	X						2	\$400.00	\$800.00	Norfolk (WVEC) (WVEC)	RACHAEL RAY	6/15/12

CONFIRMATION CONTRACT

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15.0	Normal Line / SPOT	06/25/12-06/26/12	4	:30	11P- 11:35P (ET)	2	X	X						2	\$1,100.00	\$2,200.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 11	6/15/12
16.0	Normal Line / SPOT	06/25/12-06/26/12	4	:30	10:58A- 12P (ET)	1	X	X						1	\$575.00	\$575.00	Norfolk (WVEC) (WVEC)	THE VIEW	6/15/12
17.0	Normal Line / SPOT	06/25/12-06/26/12	4	:30	3:58P- 4:58P (ET)	1	X	X						1	\$575.00	\$575.00	Norfolk (WVEC) (WVEC)	DR. OZ	6/15/12
18.0	Normal Line / SPOT	06/25/12-06/26/12	4	:30	5:29P- 5:58P (ET)		1	1						2	\$1,000.00	\$2,000.00	Norfolk (WVEC) (WVEC)	NEWS	6/15/12
19.0	Normal Line / SPOT	06/25/12-06/26/12	4	:30	9A- 10A (ET)	1	X	X						1	\$400.00	\$400.00	Norfolk (WVEC) (WVEC)	LIVE WITH KELLY	6/15/12
20.0	Normal Line / SPOT	06/18/12-06/18/12	4	:30	7:58P- 10P (ET)		1								\$5,200.00		Norfolk (WVEC) (WVEC)	BACHELORETTE	6/15/12
20.0.1	Closed Preempt	06/18/12															Norfolk (WVEC) (WVEC)	R-Copy Problem/Spot -	
21.0	Normal Line / SPOT	06/23/12-06/23/12	4	:30	8A- 9A (ET)							1		1	\$425.00	\$425.00	Norfolk (WVEC) (WVEC)	GOOD MORNING AMERICA	6/15/12
22.0	Normal Line / SPOT	06/24/12-06/24/12	4	:30	9:58A- 11A (ET)								1		\$175.00		Norfolk (WVEC) (WVEC)	THIS WEEK	6/15/12
22.0.1	Closed Preempt	06/24/12															Norfolk (WVEC) (WVEC)	S/I-Political/Spot -	
23.0	Normal Line / SPOT	06/24/12-06/24/12	4	:30	5:58A- 8A (ET)								1	1	\$175.00	\$175.00	Norfolk (WVEC) (WVEC)	NEWS	6/15/12
24.0	Normal Line / SPOT	06/24/12-06/24/12	4	:30	9:30A- 10A (ET)								1	1	\$175.00	\$175.00	Norfolk (WVEC) (WVEC)	CHRIS MATTHEWS	6/15/12
25.0	Normal Line / SPOT	06/22/12-06/22/12	4	:30	7:58P- 9P (ET)						1			1	\$1,600.00	\$1,600.00	Norfolk (WVEC) (WVEC)		6/15/12
26.0	Normal Line / SPOT	06/22/12-06/22/12	4	:30	9P- 10P (ET)						1			1	\$1,600.00	\$1,600.00	Norfolk (WVEC) (WVEC)		6/15/12

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27.0	M/G For 20.0.1 / SPOT	06/20/12-06/20/12	5	:30	9P- 10P (ET)				1						\$2,800.00		Norfolk (WVEC) (WVEC)		6/19/12
27.0.1	Closed Preempt	06/20/12															Norfolk (WVEC) (WVEC)	S/I-Per Manager/Exception -	
28.0	M/G For 20.0.1 / SPOT	06/24/12-06/24/12	4	:30	10P- 11P (ET)								1	1	\$2,400.00	\$2,400.00	Norfolk (WVEC) (WVEC)		6/19/12
29.0	M/G For 20.0.1 / SPOT	06/25/12-06/26/12	5	:30	5A- 6A (ET)	3	X	X						3	\$370.00	\$1,110.00	Norfolk (WVEC) (WVEC)	part of mg for m3	6/22/12
30.0	M/G For 27.0.1 / SPOT	06/25/12-06/26/12	5	:30	5P- 5:30P (ET)		1	1						1	\$845.00	\$845.00	Norfolk (WVEC) (WVEC)		6/22/12
30.0.1	Closed Preempt	06/25/12															Norfolk (WVEC) (WVEC)	R-Live News Coverage/Spot -	
31.0	M/G For 22.0.1 / SPOT	06/24/12-06/24/12	4	:30	5:58A- 8A (ET)								1	1	\$175.00	\$175.00	Norfolk (WVEC) (WVEC)		6/22/12

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